

Many Voices One Vision 2005

Conference Program Mechanical Specifications and Ad Sizes

Art is required by June 15, 2005

Improperly formatted artwork will be returned to the advertiser and no refund will be given.

Ad Sizes

Inside Front Cover	3 1/2"w x 8 1/2"h
Inside Back Cover	3 1/2"w x 8 1/2"h
Full Page	3 1/2"w x 8 1/2"h
2/3 Page	3 1/2"w x 5 3/4"h
1/3 Page	3 1/2"w x 2 3/4"h

Exceptionable Formats:

- QuarkXpress
- Adobe InDesign
- Adobe Illustrator
- Acrobat PDF—Press Ready (see page 2)
- Adobe Photoshop
- Macromedia Freehand

Unexceptionable Formats:

Word, Paint, Corel Draw, Publisher

Do not submit files from other non-recognized software or it may be refused.

What to include:

- The original file used to create the ad (with all logos, photos and other graphics in place as you want the ad to print).
- all high-resolution electronic artwork files (logos, photos, etc.) as separate elements (do not embed art).
- Fonts
- Hard copy proofs are required for all ads. If a hard copy is not submitted, we will not be held responsible for any discrepancies in the final product.

About your layout:

- Ad should be created at 100% of final print size. (refer to ad specifications provided by your contact)
- For bleed ads: Extend bleed an additional 1/8" beyond trim.
- Do not use the predefined "hairline" width rule within layout applications. Rules should be .5pt or larger for proper reproduction.

Graphic Images

- EPS and TIFF formats preferred. Scale and rotate photos before importing them into layout. Save Freehand and Illustrator files as EPS and convert all fonts to paths or outlines.

Color:

- All art and images must be CMYK, no RGB or LAB (no spot colors can be used).
- Turn off Color Management in Photoshop and save without embedded profiles.
- Graphic files should be supplied as follows:
 - Resolution for color images at least 300dpi
 - Resolution for line art should be 1200–2400dpi

Fonts:

- Use Adobe Postscript or Bitstream fonts—avoid TrueType and usingscreen styles to alter a font's appearance (such as bold, outline, italic, etc.)
- Please supply all fonts used in your ad. This includes fonts used in EPS graphics. Please change applicable text to outlines.
- Include both screen and printer fonts in the font folder.

Proofs

Proofs MUST accompany digital files whether they are supplied on disk or sent via e-mail. Publisher and printer are not responsible for errors in keying. It is strongly recommended that you preflight and collect your files prior to submission using industry standard preflighting software. If a hard copy is not submitted, we will not be held responsible for any discrepancies in the final product.

Return of Materials

Zip disks and CD-ROMs will not be returned unless requested. Publisher assumes no responsibility for material not called on for one year after the date of publication, at which time the said material will be destroyed.

Acceptable Media:

- CD
- DVD
- Zip disk

Send artwork to:

MVOV@conventionmanagers.com
or Many Voices, One Vision
c/o Meeting Services Unlimited, Inc.
135 S. Mitthoeffer Rd.
Indianapolis, IN 46229

If you have questions, please call 317.841.7171

Press Ready PDFs

General guidelines:

- A high resolution PDF is 2400 dpi
- CMYK or grayscale (not RGB or LAB)
- Images without embedded profiles. No LZW compression.
- Fonts embedded and not subset
- Crop marks
- .125" Bleed on full page ads
- Use Distiller PPD or Adobe PS printer driver
- Will accept PDF-X1A file formats

Detailed guidelines:

We support files generated by Adobe Acrobat 4–Acrobat 6 using the specific Distiller Job Options settings listed below. All items not mentioned should be turned off, set to default or to none. Use the Distiller PostScript Printer Description (PPD).

- General
 - Compatibility: Acrobat 4
 - Optimize PDF
 - Resolution: 2400 dpi
 - Binding: Left
- Compression
 - Uncheck all three Bicubic Downsampling (Resampling) boxes (Color, Grayscale, and Monochrome Bitmap Images)
 - Compression for Color and Grayscale Bitmap Images is JPEG, Quality: Maximum.
 - Compression for Monochrome Bitmap Images is CCITT Group 4
 - Compress Text and Line Art box should be checked
- Fonts
 - Check the Embed All Fonts box
 - Check the Subset All Embedded Fonts box and specify Below 100%
 - When Embedding Fails specify Cancel Job
 - For Embedding specify Base 14 Fonts
 - Always and Never Embed should remain empty
- Color
 - For Conversion, specify Leave Color Unchanged
 - For Options, Preserve ALL
- Advanced
 - For Options, select Allow PostScript file to Override Job Options
 - For Document Structuring Conventions (DSC) specify Process DSC Comments, Preserve EPS Information from DSC, and Preserve Document information from DSC